

MAY 20 2008

FACSIMILE COVER SHEET

The Law Offices of
STRAUB & POKOTYLO

788 Shrewsbury Ave.
Tinton Falls, NJ 07724

Telephone: 732-936-1400
Facsimile: 732-936-1401
Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: May 20, 2008

Number of Pages Including Cover: 40

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Petition to Withdraw the Holding of Abandonment (4 pgs.);
- 4) A true copy of the originally filed response (28 pgs.);
- 5) A true copy of a properly itemized date-stamped postcard receipt (1 pg.); and
- 6) A copy of the Interview Summary (3 pgs.)

Attorney Docket No.: Google-54 (GP-064-06-US)

Appl. No.: 10/634,501

Applicants: Darrell ANDERSON, et al.

Filed: August 5, 2003

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE
SUPPORT**

TC/A.U.: 2164

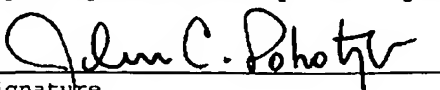
Examiner: Sana A. Al Hashemi

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.


John C. Pokotylo

Type or print name of person signing certification


Signature

May 20, 2008
Date

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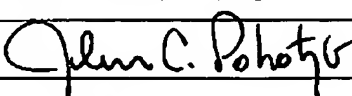
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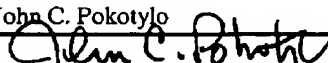
Modified PTO/SB/21 (08-00)
 Approved for use through 10/31/2002. OMB 0651-0031
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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| | | |
|--|-----------------------------|--|
| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | Application Number | 10/634,501 |
| | Filing Date | August 5, 2003 |
| | First Named Inventor | Darrell ANDERSON |
| | Group Art Unit | 2164 |
| | Examiner Name | Sana A. Al Hashemi |
| Total Number of Pages in This Submission | | Attorney Docket Number Google-54 (GP-064-06-US) |

| ENCLOSURES <i>(check all that apply)</i> | | |
|--|---|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input checked="" type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> - True copy of the originally filed response - True copy of properly itemized date-stamped postcard receipt - True copy of an Interview Summary mailed on February 9, 2007 |
| Remarks | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|---|
| Firm or Individual name | John C. Pokotylo (Reg. No. 36,242) |
| Signature |  |
| Date | May 20, 2008 |

| CERTIFICATE OF FACSIMILE | |
|---|---|
| I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: May 20, 2008 | |
| Typed or printed name | John C. Pokotylo |
| Signature |  |
| Date | May 20, 2008 |

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032
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**FEE TRANSMITTAL
for FY 2007**

Effective 05/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 0.00

Complete if Known

| | |
|----------------------|--------------------------|
| Application Number | 10/634,501 |
| Filing Date | August 5, 2003 |
| First Named Inventor | Darrell ANDERSON |
| Examiner Name | Sana A. Al Hashemi |
| Art Unit | 2164 |
| Attorney Docket No. | Google-54 (GP-064-06-US) |

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit
Account
Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity Fee (\$) | Small Entity Fee (\$) | Fee Description | Fee Paid |
|-----------------------------|-----------------------------|-----------------|------------|
| 1030 | 515 | Utility fee | |
| 440 | 220 | Design fee | |
| 680 | 340 | Plant fee | |
| 1440 | 720 | Reissue fee | |
| 210 | 105 | Provisional fee | |
| SUBTOTAL (1) | | | (\$) 0.00 |

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims -20** = X =

Independent Claims -3** = X =

Multiple Dependent =

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description |
|----------------------------------|----------------------------------|---|
| 1202 50 | 2202 25 | Claims in excess of 20 |
| 1201 210 | 2201 105 | Independent claims in excess of 3 |
| 1203 370 | 2203 185 | Multiple dependent claim, if not paid |
| 1204 210 | 2204 105 | **Reissue independent claims over original patent |
| 1205 50 | 2205 25 | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$) 0.00

** or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity / Small Entity

| Fee Code (\$) | Fee Code (\$) | Fee Description | Fee Paid |
|---|---------------|--|----------|
| 1051 130 | 2051 65 | Surcharge - late filing fee or oath | |
| 1052 50 | 2052 25 | Surcharge - late provisional filing fee or cover sheet | |
| 1053 130 | 1053 130 | Non-English specification | |
| 1812 2,520 | 1812 2,520 | For filing a request for ex parte reexamination | |
| 1804 920* | 1804 920* | Requesting publication of SIR prior to Examiner action | |
| 1805 1,840* | 1805 1,840* | Requesting publication of SIR after Examiner action | |
| 1251 120 | 2251 60 | Extension for reply within first month | |
| 1252 460 | 2252 230 | Extension for reply within second month | |
| 1253 1,050 | 2253 525 | Extension for reply within third month | |
| 1254 1,640 | 2254 820 | Extension for reply within fourth month | |
| 1255 2,230 | 2255 1,115 | Extension for reply within fifth month | |
| 1401 510 | 2401 255 | Notice of Appeal | |
| 1402 510 | 2402 255 | Filing a brief in support of an appeal | |
| 1403 1,030 | 2403 515 | Request for oral hearing | |
| 1451 1,510 | 1451 1,510 | Petition to institute a public use proceeding | |
| 1452 510 | 2452 255 | Petition to revive - unavoidable | |
| 1453 1,540 | 2453 770 | Petition to revive - unintentional | |
| 1501 1,440 | 2501 720 | Utility issue fee (or reissue) | |
| 1502 820 | 2502 410 | Design issue fee | |
| 1503 1,130 | 2503 565 | Plant issue fee | |
| Petitions to the Commissioner - check fee sheet | | | |
| 1807 50 | 1807 50 | Processing fee under 37 CFR 1.17(c) | |
| 1808 180 | 1808 180 | Submission of Information Disclosure Stmt | |
| 8021 40 | 8021 40 | Recording each patent assignment per property (times number of properties) | |
| 1809 810 | 2809 405 | Filing a submission after final rejection (37 CFR 1.129(a)) | |
| 1810 810 | 2810 405 | For each additional invention to be examined (37 CFR 1.129(b)) | |
| 1801 810 | 2801 405 | Request for Continued Examination (RCE) | |
| 1802 900 | 1802 900 | Request for expedited examination of a design application | |

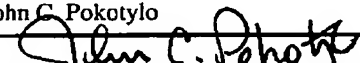
Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 0.00

SUBMITTED BY

(Complete if applicable)

| | | | | | |
|-------------------|---|-----------------------------------|--------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 936-1400 |
| Signature |  | Date | May 20, 2008 | | |

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Modified PTO/SB/17 (01-03)

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 0.00

Complete if Known

| | |
|----------------------|--------------------------|
| Application Number | 10/634,501 |
| Filing Date | August 5, 2003 |
| First Named Inventor | Darrell ANDERSON |
| Examiner Name | Sana A. Al Hashemi |
| Art Unit | 2164 |
| Attorney Docket No. | Google-54 (GP-064-06-US) |

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:

| | |
|------------------------|-------------------|
| Deposit Account Number | 50-1049 |
| Deposit Account Name | Straub & Pokotylo |

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|----------------------------|----------------------------|-----------------|-------------------|
| 1030 | 515 | Utility fee | |
| 440 | 220 | Design fee | |
| 680 | 340 | Plant fee | |
| 1440 | 720 | Reissue fee | |
| 210 | 105 | Provisional fee | |
| SUBTOTAL (1) | | | (\$) 0.00 |

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| Total Claims | Extra Claims | Fee from below | Fee Paid |
|---------------------------|--------------|----------------|----------|
| Independent Claims | -20** = | X | |
| Multiple Dependent Claims | -3** = | X | |

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description |
|----------------------------|----------------------------|---|
| 1202 50 | 2202 25 | Claims in excess of 20 |
| 1201 210 | 2201 105 | Independent claims in excess of 3 |
| 1203 370 | 2203 185 | Multiple dependent claim, if not paid |
| 1204 210 | 2204 105 | **Reissue independent claims over original patent |
| 1205 50 | 2205 25 | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2)

(\$) 0.00

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|---|----------------------------|--|----------|
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| 1810 810 | 2810 405 | For each additional invention to be examined (37 CFR 1.129(b)) | |
| 1801 810 | 2801 405 | Request for Continued Examination (RCE) | |
| 1802 900 | 1802 900 | Request for expedited examination of a design application | |

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$) 0.00

SUBMITTED BY

| | | | | | |
|-------------------|------------------|-----------------------------------|--------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 936-1400 |
| Signature | | Date | May 20, 2008 | | |

(Complete if applicable)

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Appl. No.: **10/634,501**

Applicants: **Darrell ANDERSON, et al.**

Filed: **August 5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE DEVICE SUPPORT**

TC/A.U.: **2164**

Examiner: **Sana A. Al Hashemi**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PETITION TO WITHDRAW THE HOLDING OF ABANDONMENT
UNDER 37 C.F.R. § 1.181(a)

Sir:

Further to the "Notice of Abandonment" mailed on May 7, 2008 (Paper No. 20080505), the applicants respectfully request reconsideration of the holding of abandonment via this petition. Enclosed are:

- (1) a true copy of the originally filed response;
- (2) a true copy of a properly itemized date-stamped postcard receipt; and
- (3) a true copy of an Interview Summary mailed on February 9, 2007.

The Notice of Abandonment states that the applicants failed to timely file a proper reply to the Office letter mailed on 10 February 2006. However, a response was in fact filed on August 10, 2006 together with a petition for a three-month extension of time (copy enclosed). Indeed, this filing is included in the private PAIRS system. Accordingly, this application should not have been abandoned.

The applicants note that on October 30, 2006, Examiner Rimell mailed a paper which indicated that the reply filed on August 10, 2006 (received on August 14, 2006) was not fully responsive because (1) no arguments were presented for the patentability of independent claim 54, and (2) amendments to claims 29 and 30 may be missing text.

During a telephone interview between the undersigned and Examiner Rimell on February 5, 2007, the undersigned explained, **to the Examiner's satisfaction**, that the response filed on August 10, 2006 (received on August 14, 2006) addressed claim 54 on page 17, and that claims 29 and 30 were clear since the phrase objected to ("the act of submitting a request submits a request...") referred back to act (b) of claim 13 which recited "submitting, by the client device, a request for at least one content-relevant ad to the content-relevant ad server." Consequently, the undersigned indicated that the paper mailed on October 30, 2006 was inappropriate. Examiner Rimell agreed, and noted that he would vacate the paper mailed on October 30, 2006 and resume prosecution. This

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agreement is reflected in the Interview Summary mailed on February 9, 2007 which states, "Examiner agreed to *vacate* notice of informality of 10/30/06. *Office action on the merits will be forthcoming.* [Emphasis added.]"

In view of the foregoing, the applicants respectfully submit that the Abandonment of this application be withdrawn.

In a telephone call from Examiner Al Hashemi on May 5, 2008, the undersigned was informed that the US Patent Office was going to abandon this application. The undersigned explained it was his recollection that the US Patent Office was to resume its handling of this application ("that the ball was in the US PTO's court"). Examiner Al Hashemi explained that she understood, but that the US Patent Office had to send a Notice of Abandonment as a matter of law since six months expired since the last communication from the US PTO (the February 9, 2007 Interview Summary).

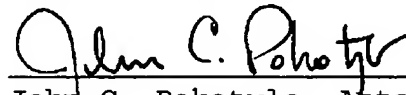
Conclusion

In view of the foregoing, the applicants respectfully submit that the abandonment of this application was improper, request that it be withdrawn, and further request Examination of the application to be resumed by the US Patent Office responsive to the response filed on August 10, 2006 (received on August 14, 2006).

The applicants believe that no fee is due. However, in the event that a fee is due in order to have this petition considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

May 20, 2008



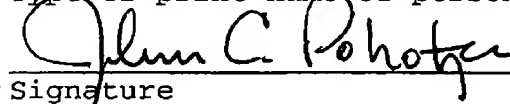
John C. Pokotylo, Attorney
Reg. No. 36,242
Tel.: (732) 936-1400

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification



Signature

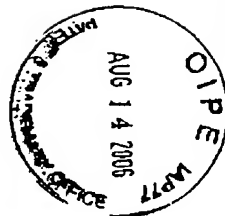
May 20, 2008

Date

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Applicants: Darrell ANDERSON, et al
 Attorney Docket No.: Google-54 (GP-064-06-US)
 Serial No.: 10/634,501 Filed: August 5, 2003
 Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH
 CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)



AUB & POKOTILO
 20 Tinton Avenue
 Building B, 2nd Floor
 Falls, N.J. 07724-3260



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Applicants: Darrell ANDERSON, et al
 Attorney Docket No.: Google-54 (GP-064-06-US)
 Serial No.: 10/634,501 Filed: August 5, 2003
 Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH
 CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)

When stamped by the mailroom of the U.S. Patent and Trademark Office, this postcard will be taken as an acknowledgement of receipt by the PTO on the date indicated below of: a transmittal (1 pg.), a fee transmittal (1 pg.) (in duplicate), a Request for a three (3) Month Extension of Time (2 pgs.), an Amendment (21 pgs.), and a check in the amount of \$1,020.00, for filing as follows:

Applicants: Darrell ANDERSON, et al
Attorney Docket No.: Google-54 (GP-064-06-US)
Serial No.: 10/634,501 Filed: August 5, 2003
Title: "SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH
CLIENT-SIDE DEVICE SUPPORT"

Date of Mailing: August 10, 2006 (JCP/cb)



05/20/2008 14:02 FAX 17329361401

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011/040

STRAUB & POKOTYL
620 TINTON AVE.
BLDG. B, 2ND FLOOR
TINTON FALLS, NJ 07724-3260
BUSINESS ACCOUNT

BANK OF AMERICA
90250
HAZLET, NEW JERSEY

4631

55-33-212

8/9/2006

PAY TO THE ORDER OF Director of US Patent & Trademark Office

\$**1,020.00

One Thousand Twenty and 00/100*****

DOLLAR

Director of US Patent & Trademark Office

MEMO

Google-54 amendment

Julian C. Pokotylo

STRAUB & POKOTYLO

Director of US Patent & Trademark Office

8/9/2006

4631

Google-54 amendment, 3 mo ext of time

1,020.00

Business Checking

Google-54 amendment

1,020.00

STRAUB & POKOTYLO

Director of US Patent & Trademark Office

8/9/2006

4631

Google-54 amendment, 3 mo ext of time

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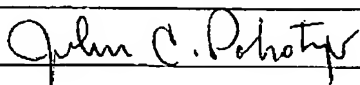
012/040

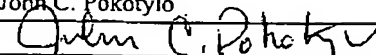
Please type a plus sign (+) inside this box —> 

Modified PTO/SB/21 (08-00)
 Approved for use through 10/31/2002. OMB 0651-0031
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
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| | | |
|--|---|------------------|
| <h2 style="margin: 0;">TRANSMITTAL FORM</h2> <p style="margin: 0;"><i>(to be used for all correspondence after initial filing)</i></p> | Application Number | 10/634,501 |
| | Filing Date | August 5, 2003 |
| | First Named Inventor | Darrell ANDERSON |
| | Group Art Unit | 2168 |
| | Examiner Name | Samuel G. Rimell |
| Total Number of Pages in This Submission | Attorney Docket Number Google-54 (GP-064-06-US) | |

| ENCLOSURES <i>(check all that apply)</i> | | |
|--|--|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form <input checked="" type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please Identify below):</i> |
| <div style="border: 1px solid black; width: 100px; height: 20px; float: left; margin-bottom: 5px;">Remarks</div> <div style="clear: both;"></div> | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|---|
| Firm or Individual name | John C. Pokotylo (Reg. No. 36,242) |
| Signature |  |
| Date | August 10, 2006 |

| CERTIFICATE OF MAILING | | | |
|--|---|------|-----------------|
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: August 10, 2006 | | | |
| Typed or printed name | John C. Pokotylo | | |
| Signature |  | Date | August 10, 2006 |

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Modified PTO/SB/17 (01-03)

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FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 1,020.00

Complete if Known

| | |
|----------------------|--------------------------|
| Application Number | 10/634,501 |
| Filing Date | August 5, 2003 |
| First Named Inventor | Darrell ANDERSON |
| Examiner Name | Samuel G. Rimell |
| Art Unit | 2168 |
| Attorney Docket No. | Google-54 (GP-064-06-US) |

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:
 Deposit Account Number: 50-1049
 Deposit Account Name: Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)
☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments fee(s) indicated below
☒ Charge any additional fee(s) due in connection with the filing submitted herewith
☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION
1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity Fee (\$) | Small Entity Fee (\$) | Fee Description | Fee Paid |
|-----------------------|-----------------------|-----------------|--------------------|
| 1000 | 500 | Utility fee | |
| 430 | 215 | Design fee | |
| 660 | 330 | Plant fee | |
| 1400 | 700 | Reissue fee | |
| 200 | 100 | Provisional fee | |
| SUBTOTAL (1) | | | (\$) 00.00 |

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| Total Claims | Extra Claims | Fee from below | Fee Paid |
|---------------------------|--------------|----------------|------------------|
| 82 | -82** = 0 | X 50.00 = | 00.00 |
| Independent Claims | 4 | -4** = 0 | X 200.00 = 00.00 |
| Multiple Dependent Claims | | | |

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description |
|----------------------------|----------------------------|---|
| 1202 50 | 2202 25 | Claims in excess of 20 |
| 1201 200 | 2201 100 | Independent claims in excess of 3 |
| 1203 360 | 2203 180 | Multiple dependent claim, if not paid |
| 1204 200 | 2204 100 | **Reissue independent claims over original patent |
| 1205 50 | 2205 25 | **Reissue claims in excess of 20 and over original patent |
| SUBTOTAL (2) | | (\$) 00.00 |

**or number previously paid, if greater. For Reissues, see above

FEE CALCULATION (continued)
3. ADDITIONAL FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|---|----------------------------|--|-----------------------|
| 1051 130 | 2051 85 | Surcharge - late filing fee or oath | |
| 1052 50 | 2052 25 | Surcharge - late provisional filing fee or cover sheet | |
| 1053 130 | 1053 130 | Non-English specification | |
| 1812 2,520 | 1812 2,520 | For filing a request for ex parte reexamination | |
| 1804 920* | 1804 920* | Requesting publication of SIR prior to Examiner action | |
| 1805 1,840* | 1805 1,840* | Requesting publication of SIR after Examiner action | |
| 1251 120 | 2251 60 | Extension for reply within first month | |
| 1252 450 | 2252 225 | Extension for reply within second month | |
| 1253 1,020 | 2253 510 | Extension for reply within third month | 1,020.00 |
| 1254 1,590 | 2254 795 | Extension for reply within fourth month | |
| 1255 2,160 | 2255 1,080 | Extension for reply within fifth month | |
| 1401 500 | 2401 250 | Notice of Appeal | |
| 1402 500 | 2402 250 | Filing a brief in support of an appeal | |
| 1403 1,000 | 2403 500 | Request for oral hearing | |
| 1451 1,510 | 1451 1,510 | Petition to institute a public use proceeding | |
| 1452 500 | 2452 250 | Petition to revive - unavoidable | |
| 1453 1,500 | 2453 750 | Petition to revive - unintentional | |
| 1501 1,400 | 2501 700 | Utility issue fee (or reissue) | |
| 1502 800 | 2502 400 | Design issue fee | |
| 1503 1,100 | 2503 550 | Plant issue fee | |
| Petitions to the Commissioner - check fee sheet | | | |
| 1807 50 | 1807 50 | Processing fee under 37 CFR 1.17(c) | |
| 1806 180 | 1806 180 | Submission of Information Disclosure Stmt | |
| 8021 40 | 8021 40 | Recording each patent assignment per property (times number of properties) | |
| 1809 790 | 2809 395 | Filing a submission after final rejection (37 CFR 1.129(a)) | |
| 1810 790 | 2810 395 | For each additional invention to be examined (37 CFR 1.129(b)) | |
| 1801 790 | 2801 395 | Request for Continued Examination (RCE) | |
| 1802 900 | 1802 900 | Request for expedited examination of a design application | |
| SUBTOTAL (3) | | | (\$) 1,020.00 |

Other fee (specify)

* Reduced by Basic Filing Fee Paid

(Complete if applicable)

| | | | |
|---------------------|---------------------------------|-----------------------------------|-----------------|
| SUBMITTED BY | (Complete if applicable) | | |
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242 |
| Signature | <i>John C. Pokotylo</i> | Telephone | (732) 542-9070 |
| | | Date | August 10, 2006 |

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Effective 12/08/2004. Patent fees are subject to annual revision.

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Complete if Known

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| Application Number | 10/634,501 |
| Filing Date | August 5, 2003 |
| First Named Inventor | Darrell ANDERSON |
| Examiner Name | Samuel G. Rimell |
| Art Unit | 2168 |
| Attorney Docket No. | Google-54 (GP-064-06-US) |

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number
Deposit Account Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) due in connection with the filing submitted herewith☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

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| 1204 200 | 2204 100 | **Reissue independent claims over original patent |
| 1205 50 | 2205 25 | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$) 00.00

**or number previously paid, if greater. For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|----------------------------|----------------------------|--|----------|
| 1051 130 | 2051 65 | Surcharge - late filing fee or oath | |
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| 1802 900 | 1802 900 | Request for expedited examination of a design application | |

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 1,020.00

SUBMITTED BY

| | | | | | |
|-------------------|-------------------------|-----------------------------------|-----------------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 542-9070 |
| Signature | <i>John C. Pokotylo</i> | Date | August 10, 2006 | | |

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

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MAY 20 2008

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicant: Darrell ANDERSON, et. al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH
CLIENT-SIDE DEVICE SUPPORT

Examiner: Samuel G. Rimell

Group Art Unit: 2168

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

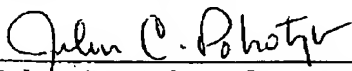
Sir:

REQUEST FOR A THREE (3) MONTH EXTENSION OF TIME

In response to the Office Action mailed on February 10, 2006, which set a time for response to expire on May 10, 2006, please extend that period three (3) months to expire on August 10, 2006. The fee of \$ 1,020.00 has been included with the check filed herewith.

Respectfully submitted,

August 10, 2006



John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

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STRAUB & POKOTYLO
620 Tinton Avenue
Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on August 10, 2006 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450


John C. Pokotylo

36,242
Reg. No.